The 19 channels explained

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What the most important channels are about

- Out of the 19 traction channels that exist, 10 are the most important and most widely used

- **#1 SEO (Search Engine Optimization)**

  - This strategy focuses on finding ways to change the language on a website or planning certain keywords / titles / tags / pages in a way that gets the most exposure in the Google search results

  - It includes techniques like: tweaking your page, getting people to link to you on their site, and researching keywords before creating pages

- **#2 SEM (Search Engine Marketing)**

  - This strategy focuses on placing ads in key positions on Google search results pages

  - When someone clicks your ad, you pay a fee that can be of three types:
    - Cost per click (CPC)
    - Cost per action (CPA)
    - Cost per mille (CPM)

- **#3 Content marketing**

- This strategy focuses on creating content and distributing it online in order to attract potential customers' attention
- "Content" can be anything, but most of the time people do this by writing blog posts

- **#4 PR (Public Relations)**

- This strategy focuses on getting press coverage for your product or company

- **#5 Social & display advertising**

- Social advertising focuses on creating ads on social media websites, like Facebook or Twitter
- The advantage is that you can target people not by what they search for, but by their age group, interests, or behaviors
- Display advertising focuses on creating banner ads and using Google AdSense

- **#6 Email marketing**

- This strategy focuses on building a subscription base of emails by trying to get users to sign up on your website
- Once you have a list, you regularly send emails with news about your products or discounts, in order to encourage them to buy from you

- **#7 Existing platforms**
  - This strategy focuses on using existing platforms to promote and sell your products
- **#8 Affiliate programs**
  - This strategy focuses on getting other people to promote and sell your products in exchange for a commission
- **#9 Business development**
  - This strategy focuses on establishing partnerships and agreements with other companies or startups in order to promote or use each other's products or services
- **#10 Targeting blogs**
  - This strategy focuses on guest blogging: you write content for another website and in return you get the chance to promote yourself or your company